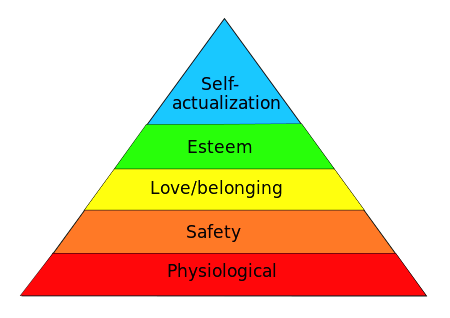
Maslow's Hierarchy of Needs

By Saul McLeod

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Abraham Maslow wanted to understand what motivates people. He believed that people possess a set of motivation systems unrelated to rewards or unconscious desires. Maslow (1943) stated that people are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one, and so on. The earliest and most widespread version of Maslow's (1943, 1954) hierarchy of needs includes five motivational needs, often depicted as hierarchical levels within a pyramid.

This five stage model can be divided into basic (or deficiency) needs (e.g. physiological, safety, love, and esteem) and growth needs (self-actualization).

The deficiency, or basic needs are said to motivate people when they are unmet. Also, the need to fulfill such needs will become stronger the longer the duration they are denied. For example, the longer a person goes without food the more hungry they will become. One must satisfy lower level basic needs before progressing on to meet higher level growth needs. Once these needs have been reasonably satisfied, one may be able to reach the highest level called self-actualization.

Every person is capable and has the desire to move up the hierarchy toward a level of self-actualization. Unfortunately, progress is often disrupted by failure to meet lower level needs. Life experiences including divorce and loss of job may cause an individual to fluctuate between levels of the hierarchy. Maslow noted only one in a hundred people become fully self-actualized because our society rewards motivation primarily based on esteem, love and other social needs.

The original hierarchy of needs five-stage model includes:

1. Biological and Physiological needs - air, food, drink, shelter, warmth, sleep.

2. Safety needs - protection from elements, security, order, law, stability, freedom from fear.

3. Love and belongingness needs - friendship, intimacy, affection and love, - from work group, family, friends, romantic relationships.

4. Esteem needs - achievement, mastery, independence, status, dominance, prestige, self-respect, respect from others.

5. Self-Actualization needs - realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.

**Self-actualization**

Psychologist Abraham Maslow stated that human motivation is based on people seeking fulfillment and change through personal growth. Self-actualized people are those who were fulfilled and doing all they were capable of.

The growth of self-actualization (Maslow, 1962) refers to the need for personal growth and discovery that is present throughout a person’s life. For Maslow, a person is always “becoming” and never remains static in these terms. In self-actualization a person comes to find a meaning to life that is important to them.

As each person is unique the motivation for self-actualization leads people in different directions (Kenrick et al., 2010). For some people self-actualization can be achieved through creating works of art or literature, for others through sport, in the classroom, or within a corporate setting.

Maslow (1962) believed self-actualization could be measured through the concept of peak experiences. This occurs when a person experiences the world totally for what it is, and there are feelings of euphoria, joy and wonder.

It is important to note that self-actualization is a continual process of becoming rather than a perfect state one reaches of a 'happy ever after' (Hoffman, 1988).

**Are you self-actualized?**

Although we are all, theoretically, capable of self-actualizing, most of us will not do so, or only to a limited degree. Maslow (1970) estimated that only two percent of people will reach the state of self actualization. He was particularly interested in the characteristics of people whom he considered to have achieved their potential as persons.

By studying 18 people he considered to be self-actualized (including Abraham Lincoln and Albert Einstein) Maslow (1970) identified 15 characteristics of a self-actualized person.

Characteristics of self-actualizers:

1. They perceive reality efficiently and can tolerate uncertainty;

2. Accept themselves and others for what they are;

3. Spontaneous in thought and action;

4. Problem-centered (not self-centered);

5. Unusual sense of humor;

6. Able to look at life objectively;

7. Highly creative;

8. Resistant to enculturation, but not purposely unconventional;

9. Concerned for the welfare of humanity;

10. Capable of deep appreciation of basic life-experience;

11. Establish deep satisfying interpersonal relationships with a few people;

12. Peak experiences;

13. Need for privacy;

14. Democratic attitudes;

15. Strong moral/ethical standards.

**ASSIGNMENT**

Please answer the following questions with deep thinking for either yourself OR a character from a book we have read this year (together in class – *Lord of the Flies; Inherit the Wind*; *Vanya and Sonya and Masha and Spike*; or *Johnny Got His Gun*.

Who will you answer for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1) How important (on a scale of 1-10) is the lowest level of the pyramid (physiological) to you (or your character)? \_\_\_\_\_\_\_\_\_\_\_\_\_ What role does money play in achieving this level?

2) How important (on a scale of 1-10) is the next level of the pyramid (safety) to you (or your character)? \_\_\_\_\_\_\_\_\_\_\_\_\_ What role does money play in achieving this level?

3) How important (on a scale of 1-10) is the third level of the pyramid (love and belonging) to you (or your character)? \_\_\_\_\_\_\_\_\_\_\_\_\_ What role does money play in achieving this level?

4) How important (on a scale of 1-10) is the lowest level of the pyramid (esteem) to you (or your character? \_\_\_\_\_\_\_\_\_\_\_\_\_ What role does money play in achieving this level?

5) How important (on a scale of 1-10) is the lowest level of the pyramid (self-actualization) to you (or your character)? \_\_\_\_\_\_\_\_\_\_\_\_ What role does money play in achieving this level?

6) What is your conclusion about needs vs. wants vs. money? (Feel free to write on the back, too!)